

Kefan Shi

Designer & Illustrator

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EDUCATION

Maryland Institute College of Art (MICA) 2021–2023

MFA in Illustration Practice

Guangzhou Academy of Fine Arts 2014–2018

BFA in Illustration of Visual Design

SKILLS

Creative

Motion Design · Animation · Branding · Illustration · Graphic Design · Package Design · Augmented Reality

Software or Tools

Expert: Adobe (After Effect, AR Aero, Premiere, Photoshop, Illustrator, InDesign) · Procreate · Spark AR · Google Workspace · Blender · Figma

Professional

Excellent Communicator · Brainstorming · Organized · Collaborative · Deadline Driven · Efficient Project Management · Quick Learner · Multitasking · Concept Visualization

NOTABLE PROJECTS

2024 Washington Capitals TJ Oshie John Carlson 1000

Games Career Timeline Motion Video Feb. 2024— Mar. 2024

- Cooperated with Fresh Tape Media for the 2024 Washington Capitals TJ Oshie John Carlson 1000 Games Career Timeline Video. Created illustrations and prepared motion layers using Adobe Illustrator for the motion video's key visuals.

Illustration, World Wildlife Fund Jan. 2021—Apr. 2021

- Created award-winning illustrations for the World Wildlife Fund's "Garden" campaign, aiding animal conservation in the Yangtze River basin, Shanghai. Recognized by Communication Arts, 3x3, and WIA.
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CREATIVE EXPERIENCE

Creative Mentee Mar. 2024—Apr. 2024

Edelman, New York City, NY

- Contributed to the brand project, focusing on initial creative concept development, motion design of data visualization and video promotion.
- Conducted comprehensive research on the target group of international students, pinpointing the prevalent issue of name mispronunciation and collaborating on innovative strategies to address the brand's needs effectively.
- Managed various tasks, fostering smooth coordination with executive creative directors and team members to optimize workflow efficiency.

Brand Designer Jan. 2021—Feb. 2022

Yiren Studio, Shanghai, China, Remote

- Produced illustrations, logos, packaging, posters, and promotional materials aligned with client branding and package design objectives.
- Spearheaded the branding and display design proposal for Longines Chinese QiXi Valentine's Day 2021, emphasizing illustration, color selection, package display, and conceptual narrative development.
- Offered valuable visual insights drawn from extensive professional experience to enhance project outcomes.

Freelance Motion Designer and Illustrator Sep. 2019—Present

Branding & Publishing, Remote

- Conceived and executed visual projects for a diverse range of clients, including the World Wildlife Fund, Washington Capitals, Shanghai Science and Technology Museum, LILANZ.
 - Facilitated cross-disciplinary communication and collaboration with various design departments and teams to brainstorm ideas and negotiate project requirements effectively.
 - Created illustrative and visual content focusing on LGBTQ+ culture for InQuery Media, contributing to initiatives such as the "Hologay Ornament Raffle" charity program.
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LEADERSHIP OR ADDITIONAL WORK EXPERIENCE

Visual Designer, Wintopsh Architect Mar. 2021— Jul. 2021

- Conceptualized and assisted in art directing the design of the pre-visual ground map for the Children's Area at the Shanghai Science and Technology Museum.
- Collaborated with a team of two designers, providing guidance to ensure effective project execution. Emphasized color theory and narrative storytelling techniques to enhance project impact.
- Worked closely with the 3D rendering department to translate conceptual designs into tangible visualization, ensuring alignment with the project's vision and goals.

Mentor, Fashion Institute of Technology Sep. 2022—Dec. 2022

- Guided a senior illustration student at the FIT Portfolio Assignment Program, providing insights and strategies for portfolio development, fostering future career growth and artistic enhancement.
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HONORS & AWARDS

- ADC Young Ones, Merit, 2023
- Communication Arts, Award of Excellence (Institutional), 2022
- Society of Illustrators, Selected Winner (Commercial), 2021–2022
- World Illustration Award, Highly commended (Advertising), 2022
- Communication Arts, shortlist, 2020